SkyBlueJenny

Capabilities Deck



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Founder

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Who & What is Sky Blue Jenny?

Sky Blue Jenny is a studio that provides thoughtful solutions to help businesses & individuals build flexible systems so they can achieve greater clarity and confidence across their work.



←

Me speaking at Notion's annul conference, Make with Notion!

Hi, I'm Jenny Famularcano!

I am the founder of Sky Blue Jenny.

With 8 years of agency experience as a designer, I understand the challenges creatives face when they struggle with organizing their ideas—whether it's creatives communicating project needs or businesses connecting with their audience—these issues often hinder their ability to produce their best work.

The fast-paced work environment pushed me to figure out how to effortlessly manage content documents, timelines, feedback, and other complex information across different accounts, and I'm determined to help others do the same.

Notion Partner

I'm not officially hired by Notion, although I work directly with their teams through two main programs:

Certified Notion Consultant

Part of Notion's Consulting Partner Program, Consulting Partners are reviewed by Notion and are considered under a variety of factors including scope and level of capabilities, depth of Notion expertise, and overall capacity to grow with the product.

All Consultants receive requirements for training, testing, and customer services engagements in order to achieve and maintain a certified consulting partner accreditation.

I have been a Notion Consulting Partner since February 1, 2022 and as of writing, I'm 1 of 88 total Consulting Partners.







Notion Ambassador

Notion Ambassadors Program are passionate enthusiasts who are committed to teach and share Notion through community building and content creation.

I create and share free resources in service of helping the wider creative community organize their work.

All Ambassadors are required to actively communicate and participate in conversations together with the Notion team at minimum once a week. The collaborative community are consistently sharing their learnings, asking for feedback, and help each other grow.



Client List

I've had the privilege of implementing systems for the talented creatives and designers at the following businesses:

Pentagram	Strava	Spotify
Masters Agency	SAVAS Designers & Jewelers	Savoir Agency
Flipbird Films	Yangu Web Studio	Vision Event Company

Education

I have been invested in visual design for some time and it largely informs my process.

BFA in Graphic Design at California State University, Long Beach, 2013

The BFA degree program in Graphic Design, has prepared students for professional careers in design studios, advertising agencies, corporate design departments, motion graphics firms, web design companies, digital design agencies in UX/UI, and freelance consulting.

Certificate in Typeface Design from Type@Cooper West, 2018

Top industry professionals lead a highly focused and comprehensive study of key typeface design principles: technique, technology, aesthetics, expression, history, and theory.

During my time as a student, we explored the foundation of typography in depth by creating my own typefaces.

While developing a broad understanding of the field through lectures, discussions, and research, leaving the program with the specialized skills to design professional-quality digital typefaces and lettering.

Client List

I've had the privilege of creating design work for the following brands:

Adobe	Charles Schwab	Course Hero
CrossFit	Dermalogica	Dropbox
Intuit	Iris Telehealth	Kaiser Permanente
LinkedIn	MetLife	Microsoft
Motion Hatch	Pearson Education	Sephora
Spotify	SpaceX	Zendesk

Instructor

I've helped a number of creative students find clarity so they can communicate their own design work with confidence.

I've had the pleasure of teaching higher education to emerging designers at the following institutions:

- Chapman University, Advanced Typography
- Denver Ad School, Typography
- CSU Fullerton, Lettering and Typography
- Laguna College of Art and Design, Typography 1

CHAPMAN UNIVERSITY

CALIFORNIA STATE UNIVERSITY FULLERTON 1957

LA|FITNESS

denver ad school

LCAD LAGUNA COLLEGE OF ART+DESIGN

Fun fact!

I used to teach Zumba at LA Fitness where I practiced breaking down complex ideas and keeping people motivated - skills I now use to make Notion feel less overwhelming and more exciting for my clients.

Testimonial

> I like working collaboratively, and Jenny is a great listener and let me know the impact of the design requests I made so I could make a final decision with confidence. And on top of that she's just a nice person. I would 100% work with her again.

Dr. Leigh George

Freedom

So what can you do?

Scope-to-Cost Scale

To help you better understand the relationship between how features and approach affect cost, I have put together a visualization of these for you. Actual features and cost will be identified in the Roadmap within Design Discovery



Basic

- Discovery review of assets and roadmapping
- Projects and Tasks across different no more than 5 different areas
- Simple custom templates, of 4 different components
- Default Notion page icons, emojis, and page banners
- Single user or minimal permissions

More

+ Areas included in **Basic** and a **CRM**
+ Database relationships with **roll-ups and filtered views to support more dynamic data**
+ **Customized templates for specific workflows**
+ **Customized dashboards for teams**
+ **Basic Notion automations**
+ **Multiple user groups and permissions**

Even More

+ Areas included in **Basic** & **More across multiple teams**
+ Database relationships with **conditional roll-ups, formulas, and multi-component dashboards**
- Variety of customized templates and dashboards for specific workflows
- Multiple user roles and permissions
+ Advanced integration with external tools using Zapier
+ **Unlimited support for your team for 12+ months**

Approach

I utilize an Agile-inspired approach to building complex workspaces to support you, your teams, and creative work.

Design

To understand your unique needs and create a strategic blueprint that lays the foundation for your ideal Notion workspace.

Build

To craft your custom system with precision, translating your vision into an intuitive digital space that supports you and your creative process.

Elevate

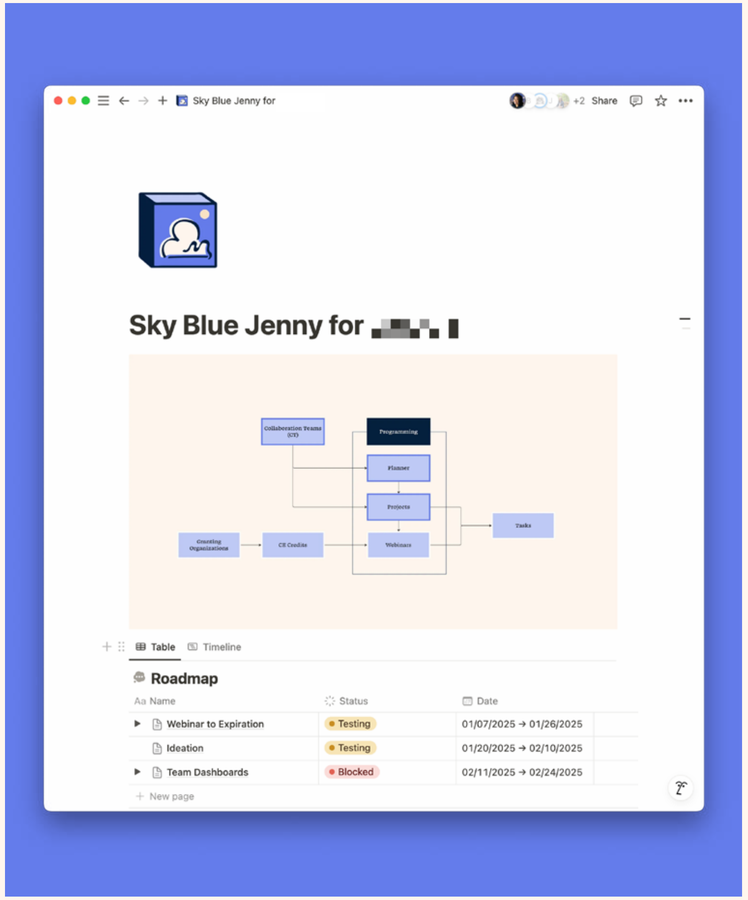
To ensure your entire team has the confidence to embrace and maintain your workspace as your creative practice evolves.

Design & Discovery

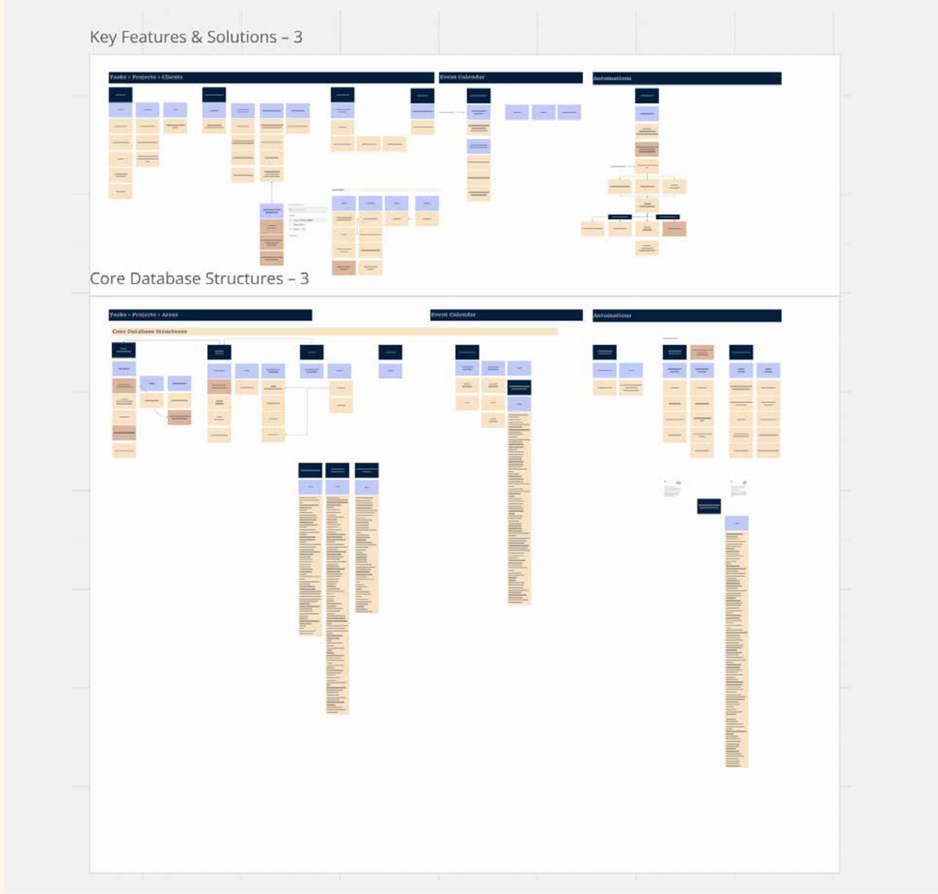
To understand your needs and create a strategic plan that lays the foundation for building your Notion workspace.

The Design & Discovery phase includes:

- Kick-Off
- Content Review
- Architecture Roadmap
- Roadmap Review Call



Example Roadmap provided in Notion



Example Roadmap created in Miro

1. Design & Discovery

Estimated 1-2+ Weeks

The Design & Discovery Phase is designed to build a strong foundation for our work together.

This is where I take a deep dive into understanding your needs, assessing your current content and systems, and creating a strategic roadmap to effectively guide the rest of the project.

Through a series of thoughtful conversations and reviews, we'll ensure that all objectives are clearly defined and that we have a solid plan in place to achieve your goals.

1.1 Kick-Off (30 minutes)

It may have been some time since our last chat. The kick-off call would be considered our initial meeting where we set the stage for the entire project. I'll work closely with you to align on goals and expectations. It's an opportunity for me to confirm your vision and objectives, clarify any questions, and ensure that we're all on the same page before we dive into the work. I will also discuss communication preferences and outline necessary next steps to keep the project moving smoothly.

1.2 Content Review

The content review is where I thoroughly evaluate all submitted materials related to your project. I will assess your current content for effectiveness, and alignment with your goals to ensure that your assets are completed and optimized for the necessary structure. After the review, I'll offer feedback and recommendations for any improvements or new content that can enhance the overall project.

1.3 Architecture Roadmap

I'll design a customized architecture roadmap that outlines the structure of your pages, databases, properties, and all essential components. This roadmap acts as the scope of work for your Notion system, ensuring an efficient and intuitive data structure. By defining the optimal relationships between properties and components, we'll create a system that flows seamlessly and is easy to manage long-term.

1.4 Roadmap Review Call (60-90 minutes)

Once the architecture roadmap is drafted, we'll review the results on a roadmap review call. This call is your opportunity to go over the proposed structure with me, ask questions, and provide feedback. Together, we can make changes to the architecture to make sure it aligns perfectly with your vision and needs before moving forward with implementation. During this call, we'll align on timelines and key deliverables.

1.5 Summary

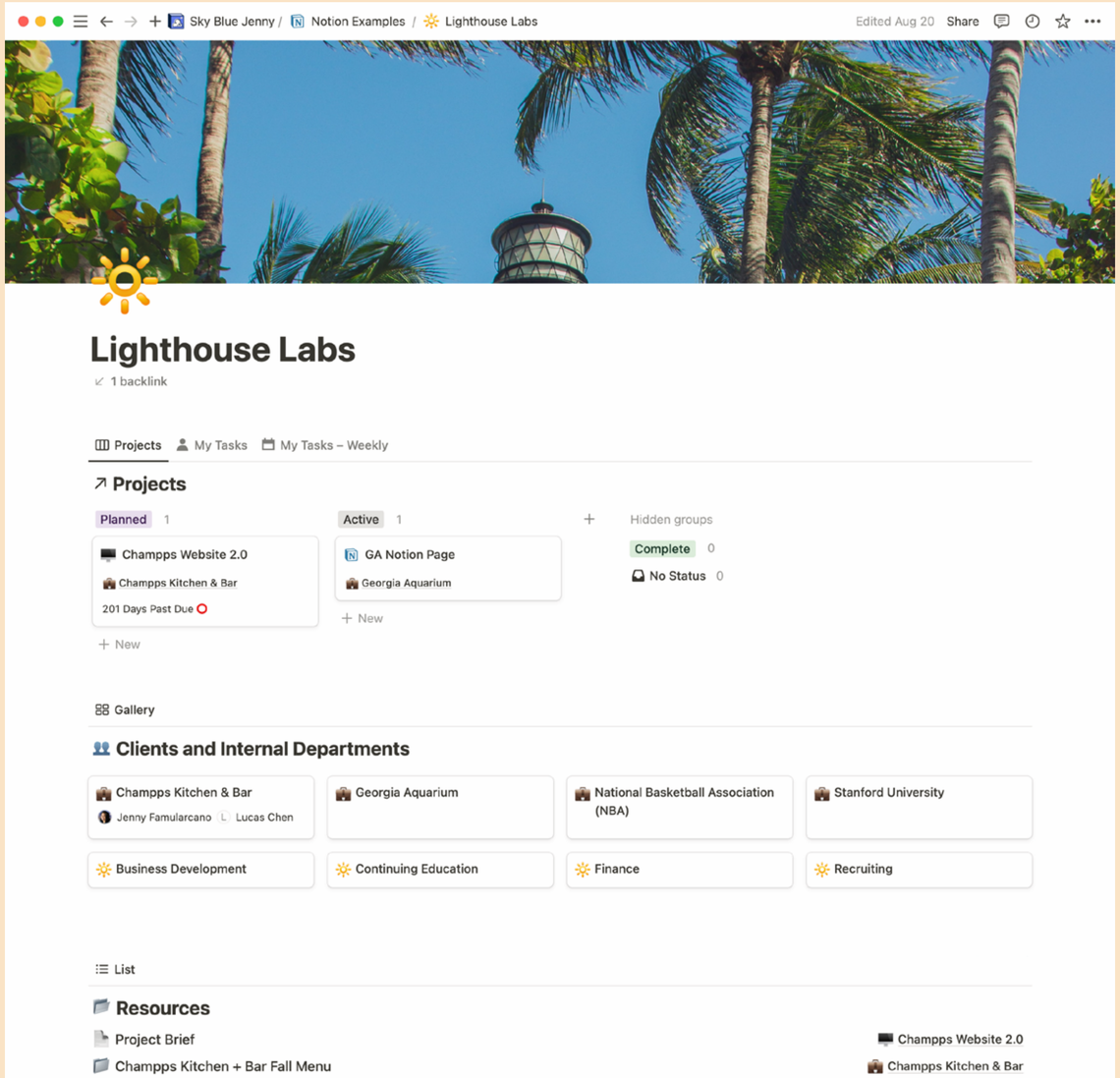
At the conclusion of this discovery phase, you'll receive a summary of key insights, decisions, and action items we've covered. This will include an overview of your content review, the architecture roadmap, full scope of work, and any additional recommendations. This summary will serve as a solid foundation for the next phase of our work: implementation into your Notion workspace.

Build & Implementation

To develop, refine, and integrate your custom Notion system, ensuring it meets your workflow and organizational needs.

The Build & Implementation phase includes:

- Notion Development
- Revisions
- Data Entry
- Workspace Integration



Design Round 1 (R1) to implement beginning content and navigation.

- 1-2 sections only
- 3-5 example data in each database
- Navigation

Design R2 to implement remaining sections.

- Implements feedback from R1
- Final Content
- All sections

Design R3 to transfer to workspace

- Minor changes, if needed.

Example Delivery Rounds

2. Build & Implementation

Estimated 3+ Weeks

The Build & Implementation Phase is where we put our plan into action and bring your Notion system to life.

This phase focuses on transforming the strategies from the Discovery Phase into a fully functional, customized Notion solution. I'll handle the development of your Notion environment, make necessary revisions, and ensure that all data is entered and integrated with what you already have.

The goal is to create a cohesive, efficient system that enhances your productivity and seamlessly fits into your existing setup.

2.1 Notion Development

I'll begin by building the core structure of Notion components, based on the Architecture Roadmap. This includes setting up all pages, databases, and properties to match your project's needs. Throughout the development process, I'll ensure everything functions smoothly, is optimized for your workflow, and utilizes Notions latest public features.

There is a number of ways to approach the development of a Notion Project. On page 23, you'll see a Scope to Cost breakdown to show how features affect price.

2.2 Revisions

After a round of development, we'll go through a round of revision to fine-tune the system. I'll incorporate your feedback, making adjustments to ensure the system is fully aligned with your preferences and goals. This ensures that the Notion setup not only works but feels intuitive and easy to use.

2.3 Data Entry

As part of the implementation, I can assist with entering existing data into the new system. This includes organizing and migrating your information into the Notion workspace, ensuring that everything is set up correctly from the start.

2.4 Notion Workspace Integration

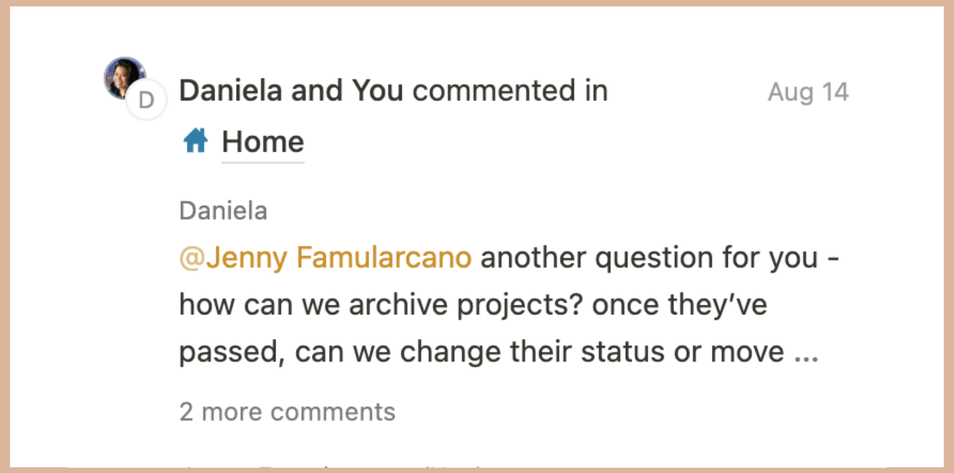
In this stage, I'll import all newly developed components into your existing Notion workspace and ensure seamless integration with your content. I'll make sure the new system functions smoothly alongside any existing data and structures, ensuring everything works harmoniously within the existing Notion environment.

Elevate & Support

To provide ongoing assistance, optimizations, and updates to help you keep your system running smoothly and aligned with your evolving goals.

The Elevate & Support phase includes

- Introductory Training
- Optimization Updates for 30 days
- Final Follow-Up Call & Handoff



You can message me from directly within Notion to make changes or to ask questions about your system.



I use Zoom for my video calls so I can annotate directly over your screen while you navigate your system.



3. Elevate & Support

Estimated 1 Months

The Elevate & Support Phase ensures that your Notion system continues to operate smoothly and evolves to meet your needs over time.

The first month of support is included as part of the implementation, providing you with dedicated assistance and adjustments.

3.1 Introductory Training (60-90 minutes)

This call is to review the performance of your Notion system after implementation. During this call, you and your team can discuss any issues, gather feedback, and address any questions or concerns you might have. This ensures that you're fully supported after working independently and that any necessary adjustments can be made promptly.

3.2 Optimization Updates

Based on feedback and any new requirements, I can make optimization updates on components we've implemented together. This includes refining workflows, adjusting database properties, and implementing any enhancements needed to improve performance and usability. The goal is to continuously improve the system to better serve your evolving needs.

3.3 Handoff (30 minutes)

This call is to review the performance of your Notion system at the end of the support phase. During this call, you and your team can discuss any issues, gather feedback, and address any lasting questions or concerns you might have. This ensures that you're fully supported after working independently and that any necessary adjustments can be made promptly.

Example Project Investment

Estimated 4-8 Weeks

Additional hours available at $200/hour, if needed.

Fixed payment terms

- Initial $5,000 due upon agreement signing to secure project start date

Support + additional hours payment terms

- Billed at the end of the month, including total hours and detailed timesheets

Tiered Payment – Notion Workspace Support

Phase 1

Design & Discovery — $5,000

Phase 2

Build & Implementation — $5,000-25,000+

R1 - Project Management

R2 - CRM

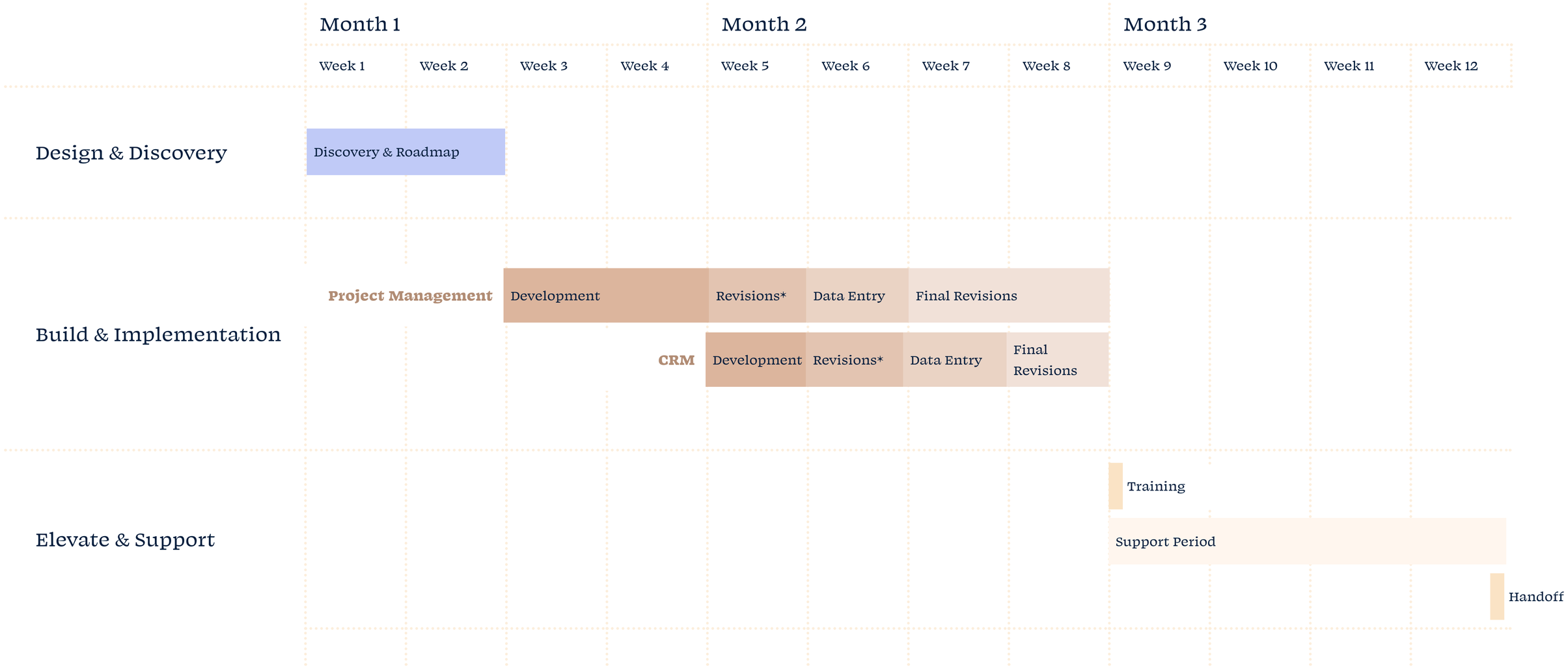
Phase 3

Elevate & Support

Total — **$10,000–27,500+**

Example Project Timeline

* If needed



Testimonial

> When I started at a new company that was already using Notion, I knew I needed to get up to speed quickly... that is when I reached out to Jenny for help. As an Operations Manager I needed to not only be able to use Notion, but use it efficiently.
>
> After only one session with Jenny I was able to utilize Notion in ways I never imagined. Even her “small” efficiency tips were amazing!
>
> I truly can’t recommend her enough.

Elizabeth Eaves

Casetext

What have you done?

Selected Case Study

Masters Agency

Case Study

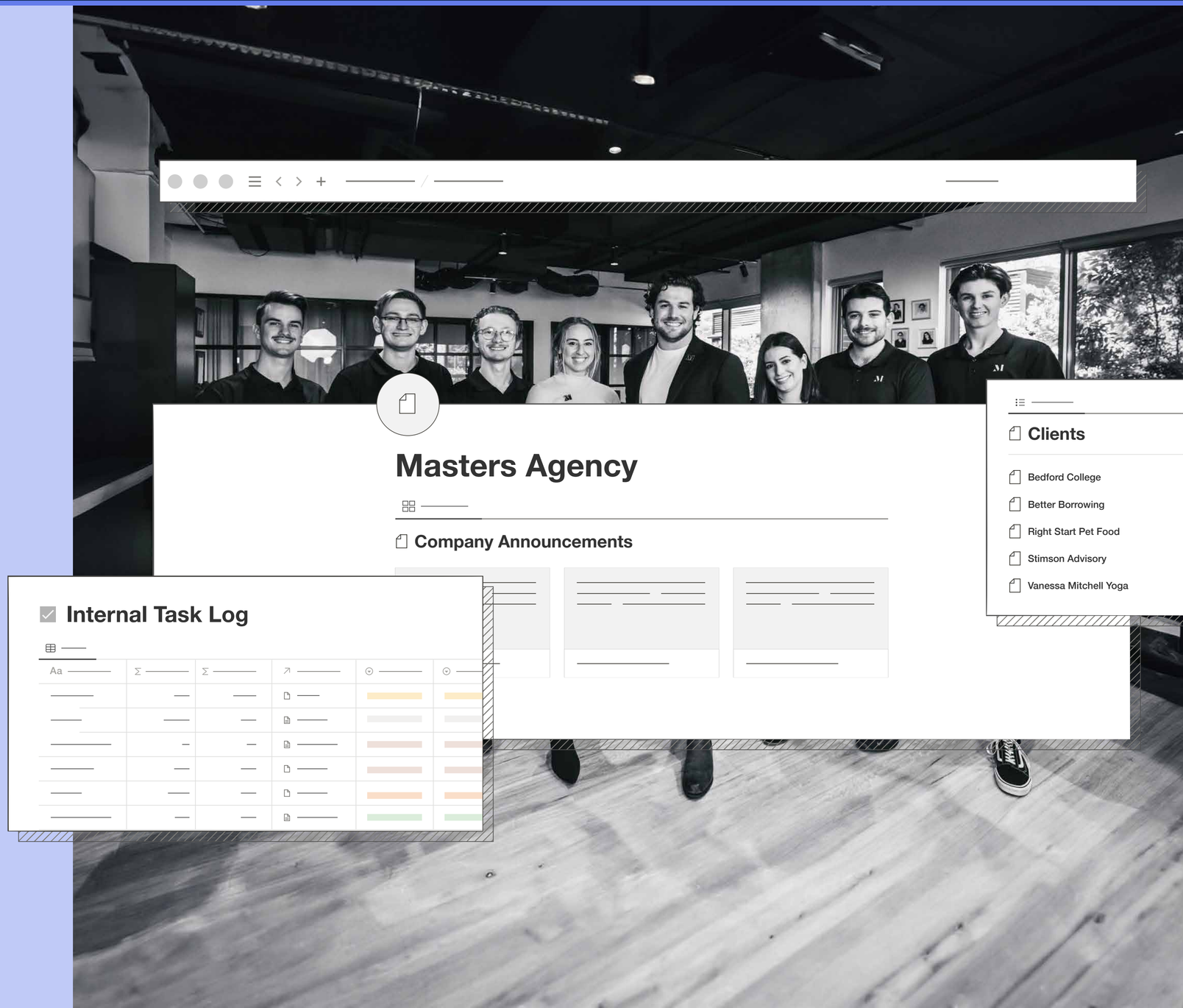
Masters Agency

To improve the Notion workspace for Masters Marketing & Media Agencies to better record their account management and maintain a clear log of project and task progress for both internal and external reporting.

The result is a Notion workspace that supports an increased workload for various members of the team.

Services

- Workspace Migration & Implementation
- Custom Templates
- Group Training

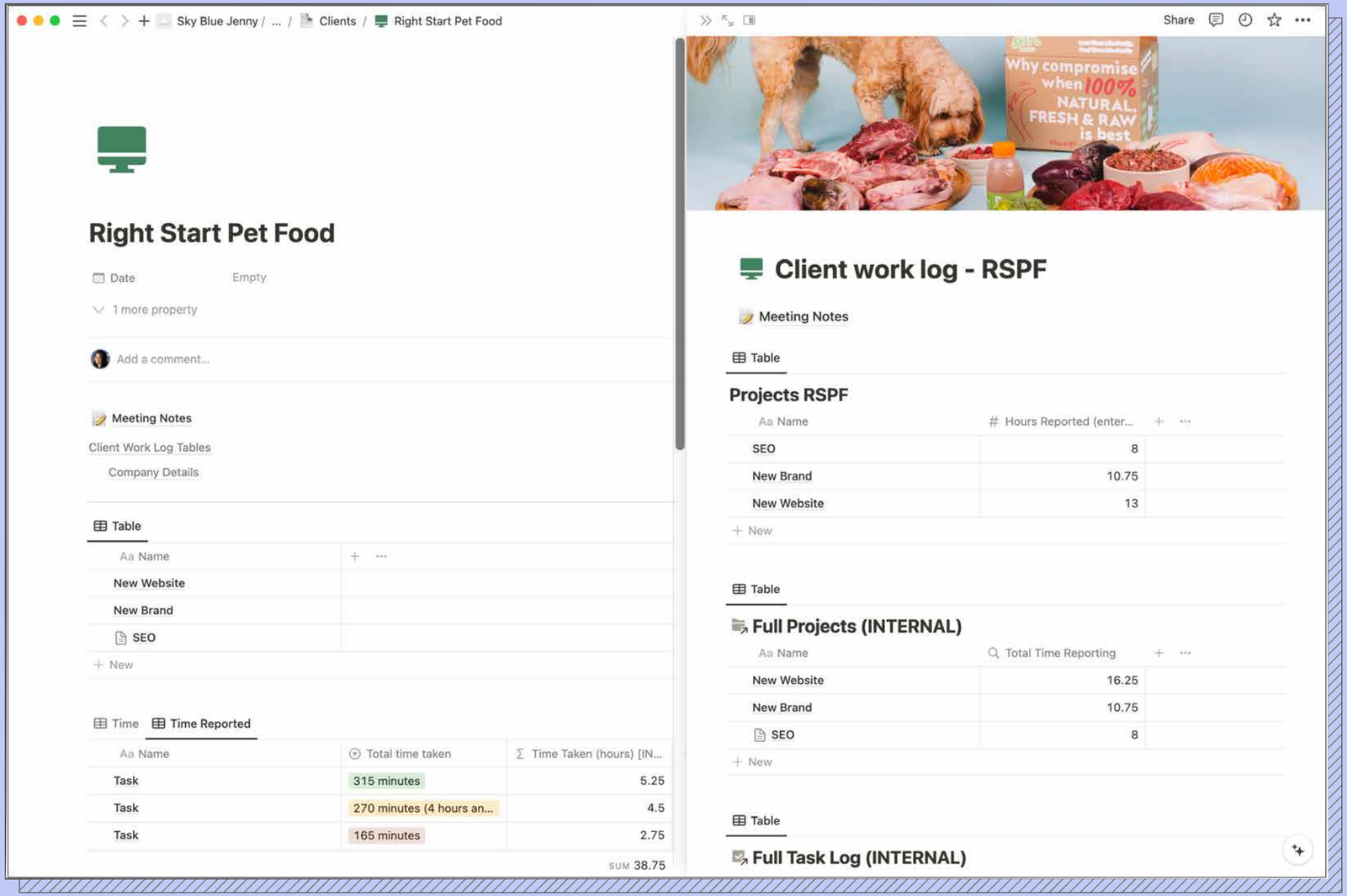


Case Study

Masters Agency

The completed Notion system includes several related databases of clients, projects, tasks, and team members to allow for internal tracking of total time billed versus actual time spent on tasks across projects, departments for reporting.

Custom templates were created that integrates fully into the system, so as the Masters Agency team continues to bring on new clients or projects, they are able to continue adding information for the internal reporting.

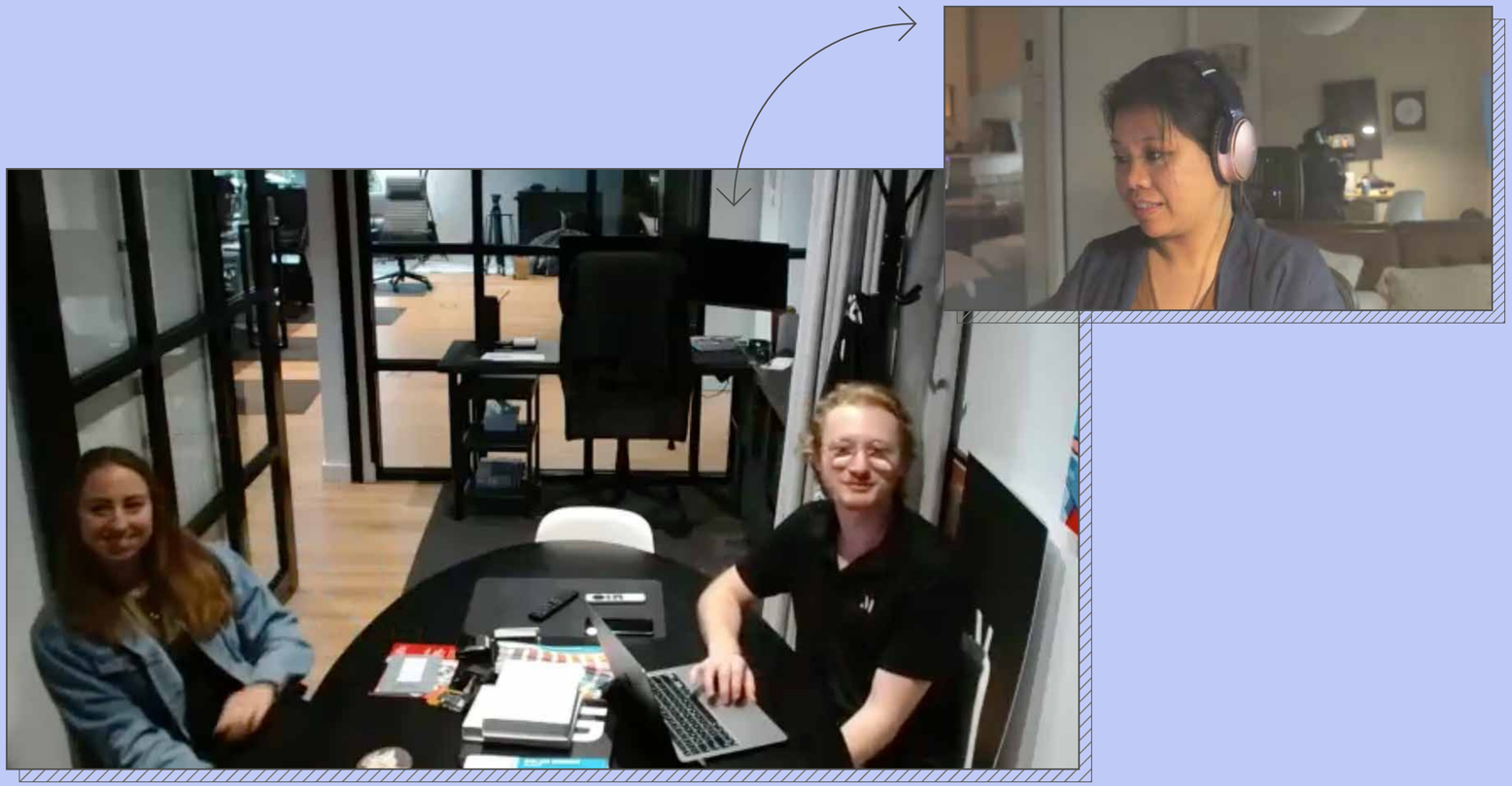


Case Study

Masters Agency

A positive, collaborative overall tone of the Masters Agency team on our final call together found the new Notion workspace effective for learning how to optimally structure and manage their client, project, and task data.

All questions from team members were comprehensively addressed through demonstration which helped establish best practices around organization and collaboration for the foundation of ongoing effective use of their new Notion system.



Selected Case Study

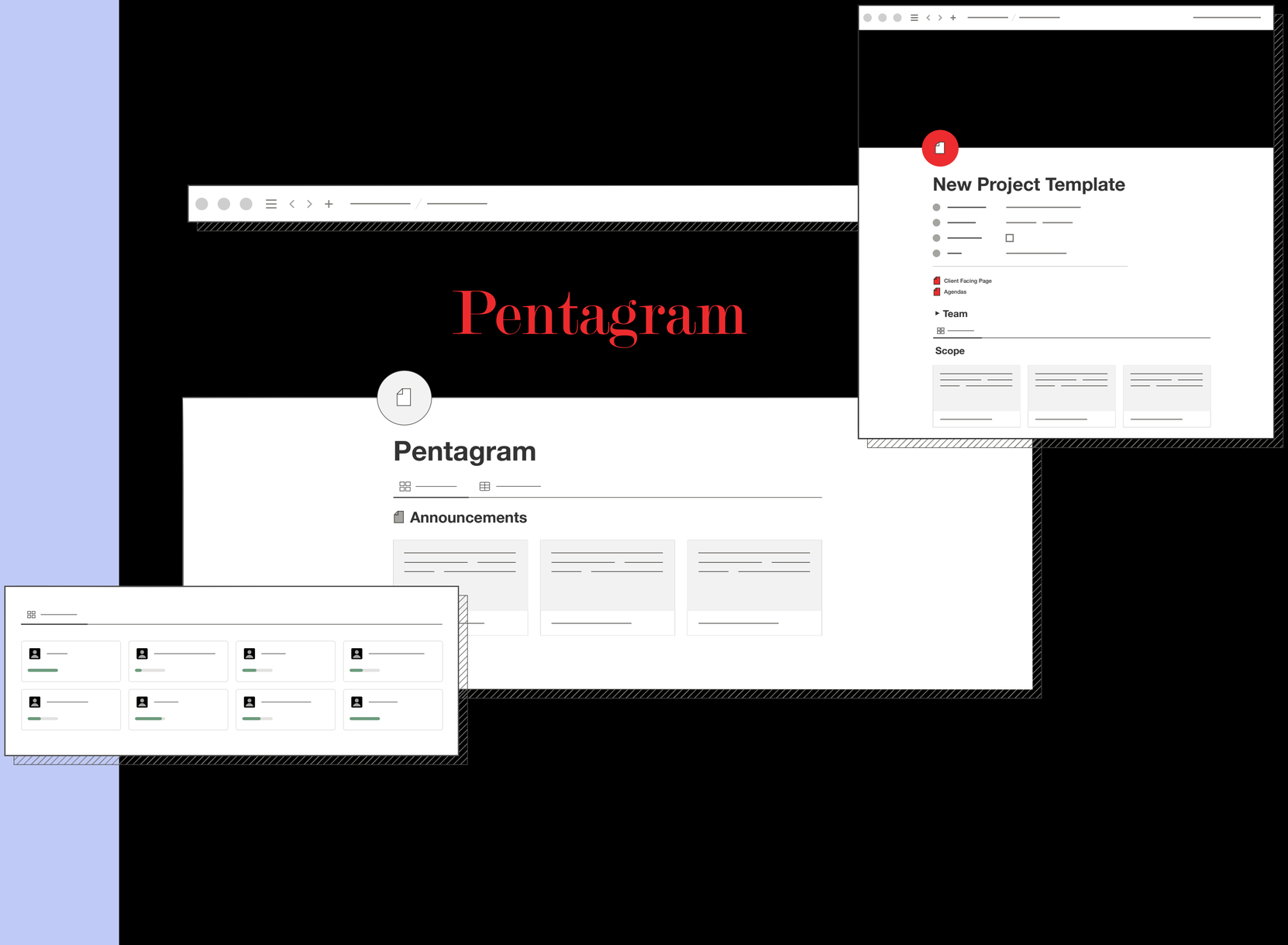
Pentagram

Case Study

Pentagram

Emily Oberman's team at Pentagram was looking for a consultant to help take existing project information from various drives and spreadsheets and transition them into Notion smoothly and effortlessly.

Together we built a comprehensive Notion workspace for their organization, designed to streamline their project management, team coordination, and business practices.



Services

- New Workspace Implementation
- Custom Templates
- Training

Case Study

Pentagram

A roadmap was built to not only capture conversations in discovery and the initial kick-off call, but to also conduct a thorough audit on what the Pentagram had done with existing templates so far.

This approach helps to align the team by planning all pages/templates upfront through listing out properties, potential roadblocks, and flagging any missing elements before design and implementation and Notion.

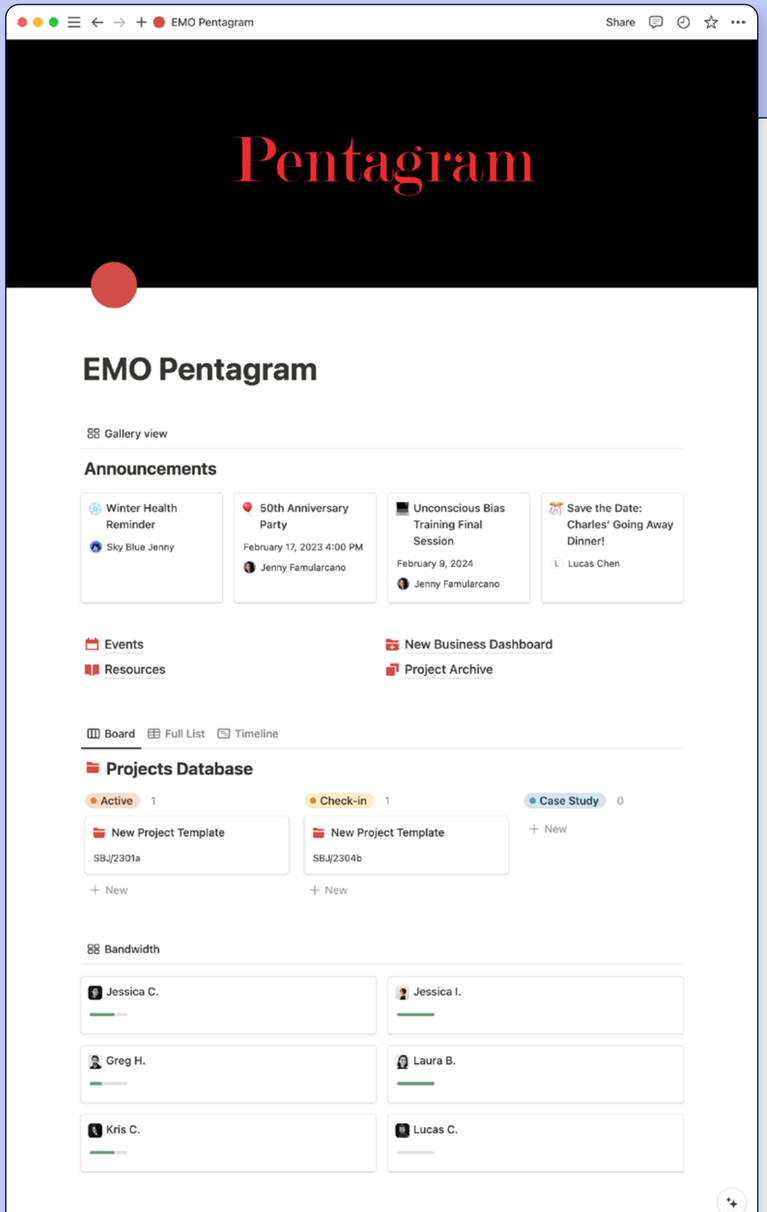


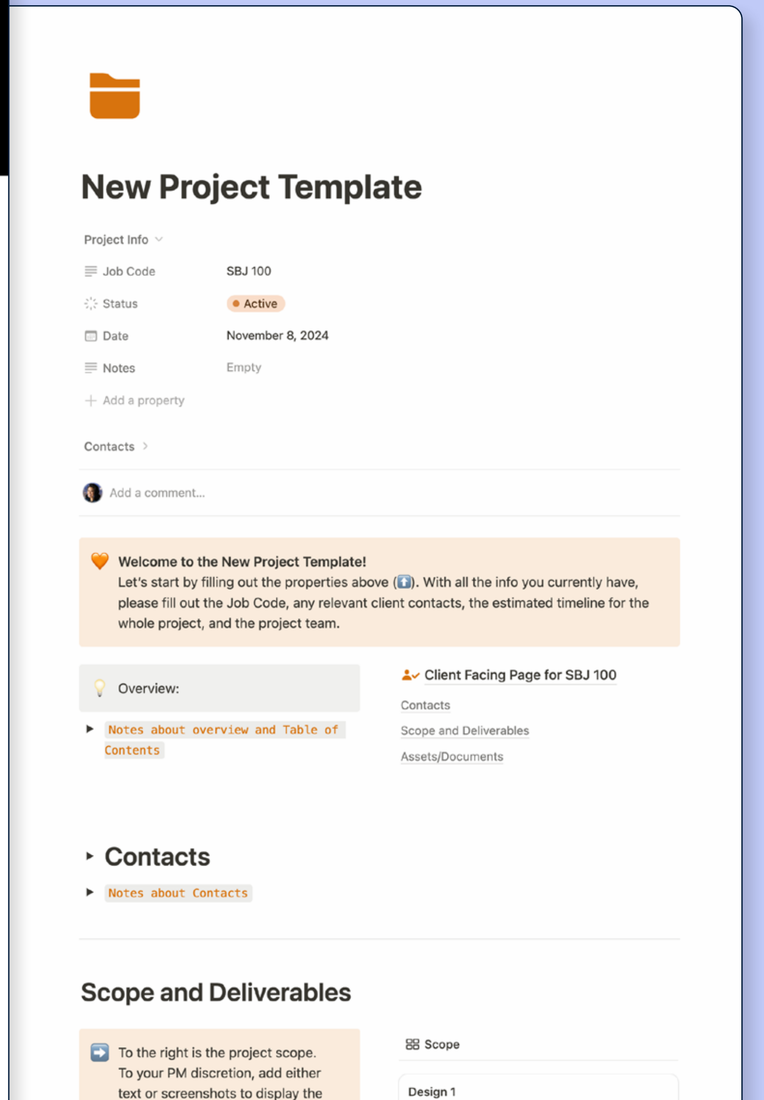
Case Study

Pentagram

We've developed various dashboards and databases, including:

- A "General Dashboard" that provides a high-level view of the entire organization, including team announcements, the projects dashboard, and a calendar.
- A "Projects" dashboard that houses all information about all projects, from high-level overviews to granular details
- A directory page to help manage information around their clients, vendors and other collaborators.
- Individual dashboards for team members, featuring a space for notes.



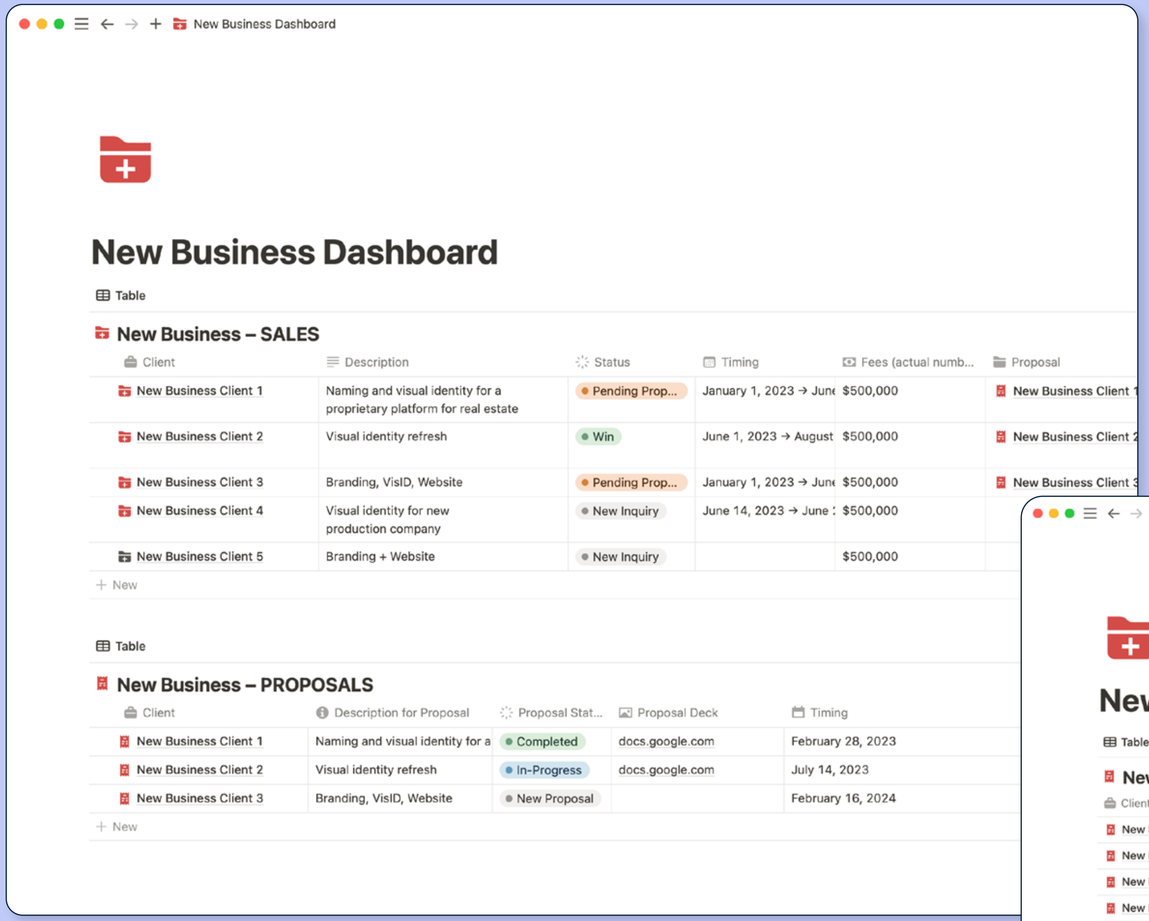


Case Study

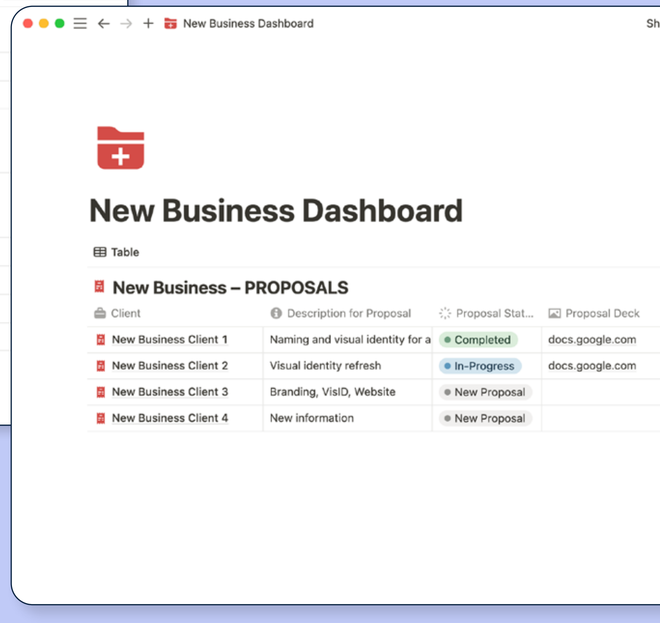
Pentagram

We migrated their previous Google Sheets into a “New Business Dashboard” that maintains the status of new business ventures, including statuses like “Win” and “New Inquiry” with detailed estimated fees only visible to the sales team.

This manages to keep the greater team involved in contributing design work to the sales process.



The New Business Dashboard as visible by the Sales Team. They are able to see both the Sales and Proposals databases.

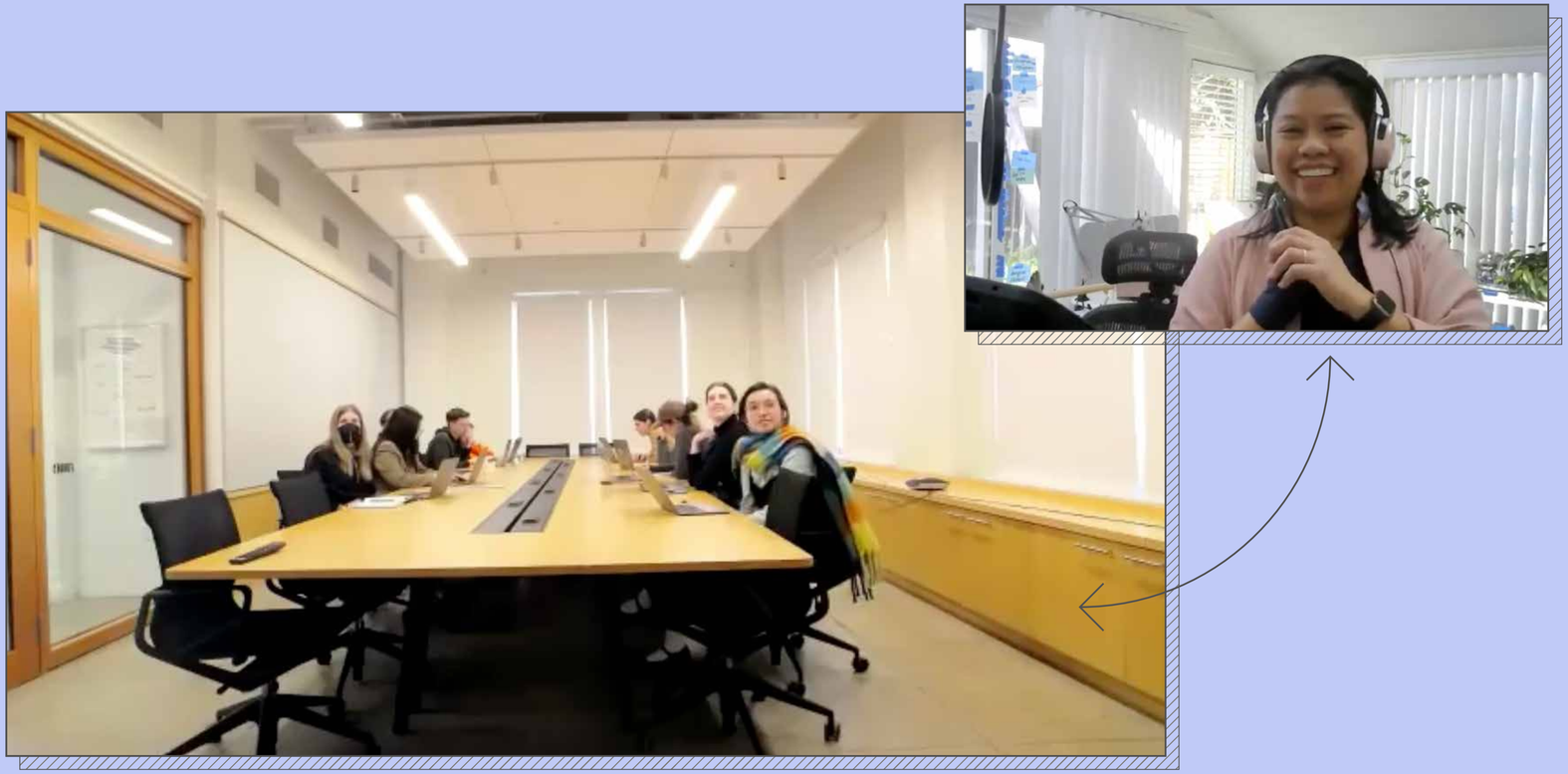


The New Business Dashboard as visible by the design team.

Case Study

Pentagram

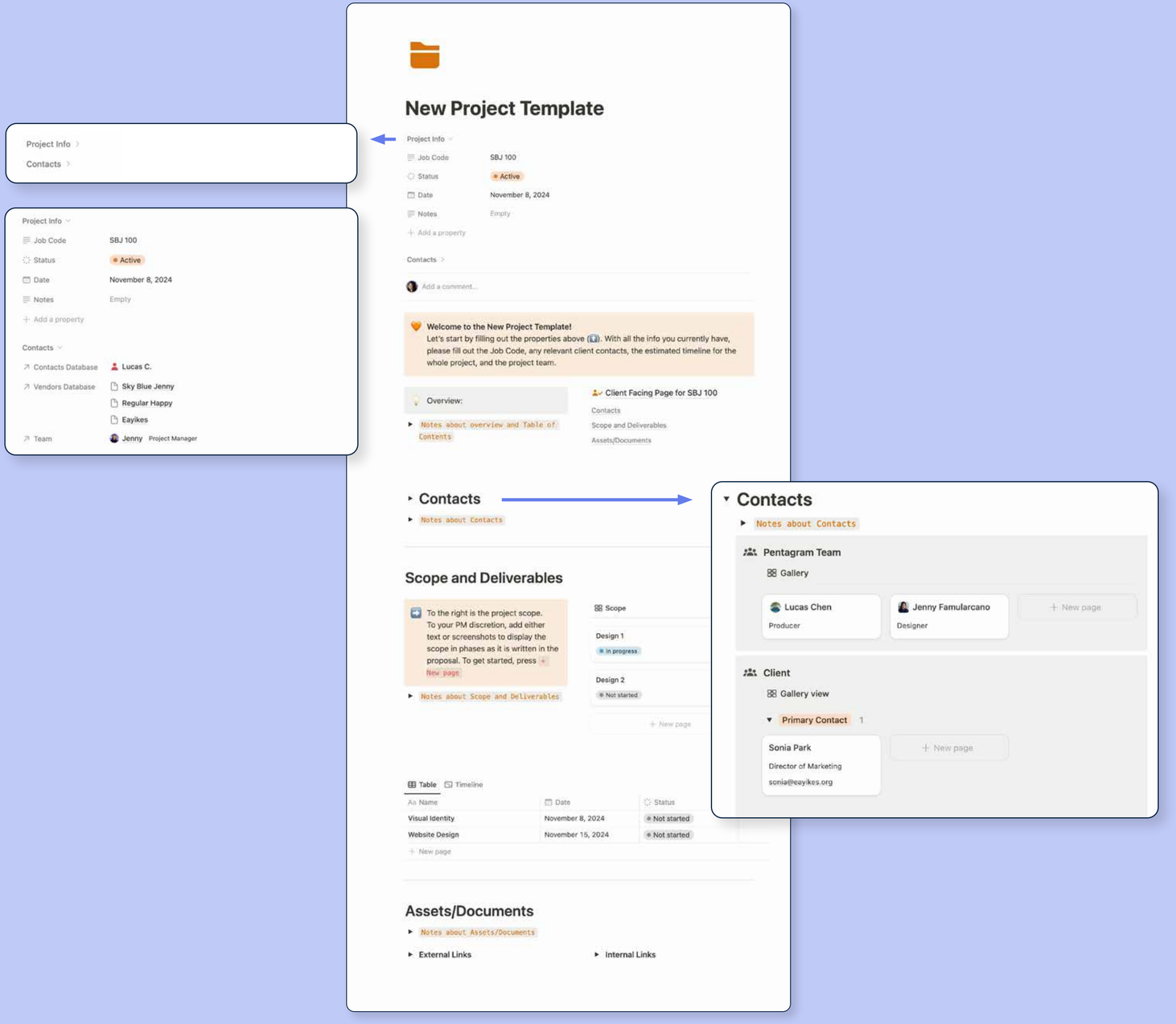
Additionally, an introductory training was provided to ensure a smooth transition to using the new Notion workspace, including a general introduction for the team and a follow-up meeting after a few weeks of use for addressing questions and issues.



Case Study

Pentagram

- The team now has key information, structures and processes documented in Notion to help standardize their work across different projects.
- Adoption and usage of Notion as their central hub increased across the team.
- Ongoing maintenance and updates to Notion content has been more straightforward, with team feeling confident making changes directly in Notion as needed.
- They have established a strong foundation in Notion to continue expanding its use over time.



Selected Case Study

SAVAS Designers & Jewelers

Case Study

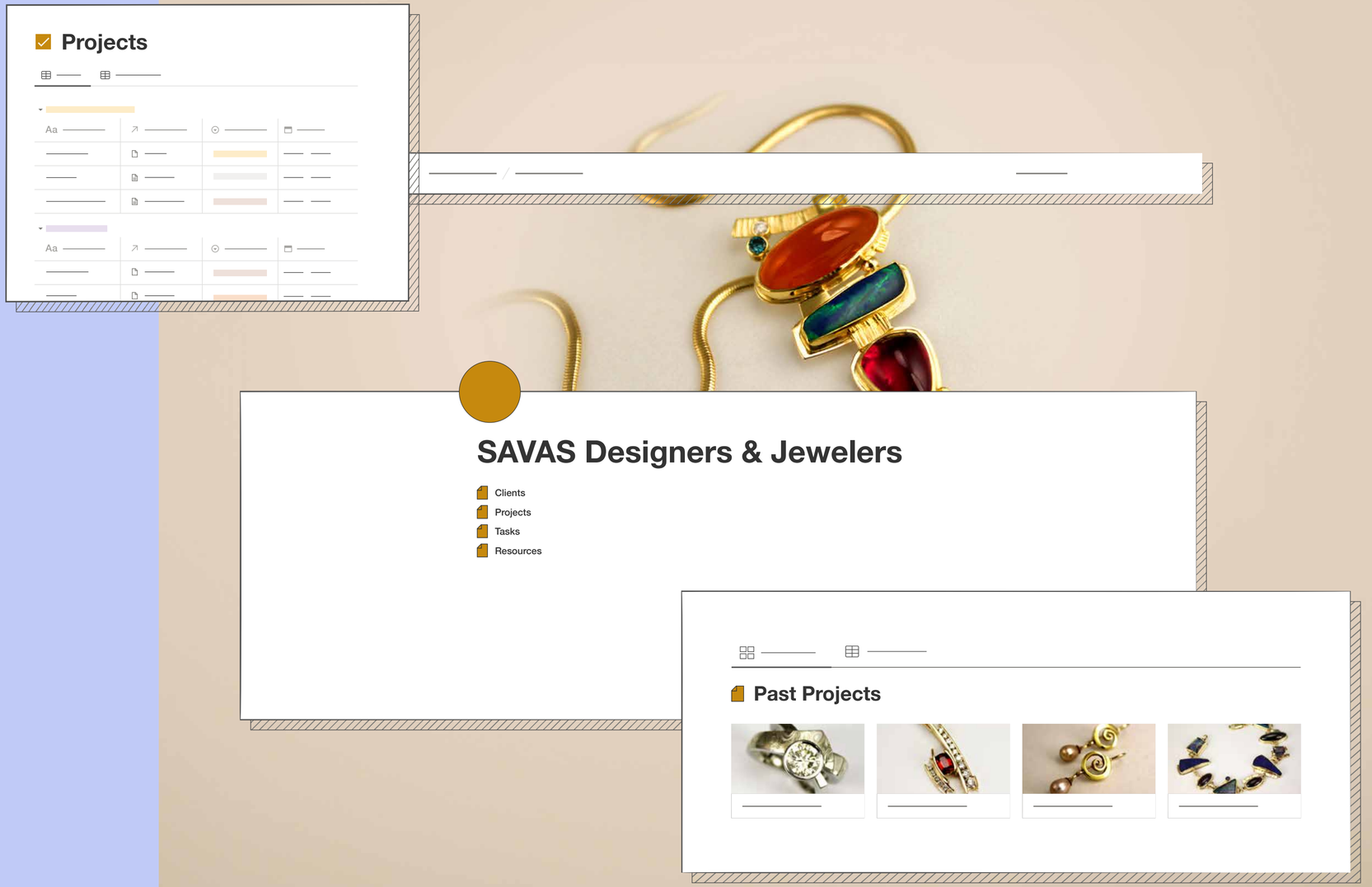
SAVAS Designers & Jewelers

SAVAS Designs & Jewelers wanted to establish a comprehensive project management system within Notion to manage their client projects, tasks, and communications more efficiently.

Together we developed a comprehensive project management system within Notion that included individual client project cards that navigate through design, CAD, and production processes.

Services

- Training



Case Study

SAVAS Designers & Jewelers

Through a series of coaching calls, we worked on building out their system that includes

- Comprehensive project management system established within Notion.
- Exploration of methods for visualizing progress, adjusting timelines, and automating parts of the workflow.
- Implementation of a “Capture” page for efficient note-taking during meetings
- Development of a system for assigning tasks to team members and setting action dates.



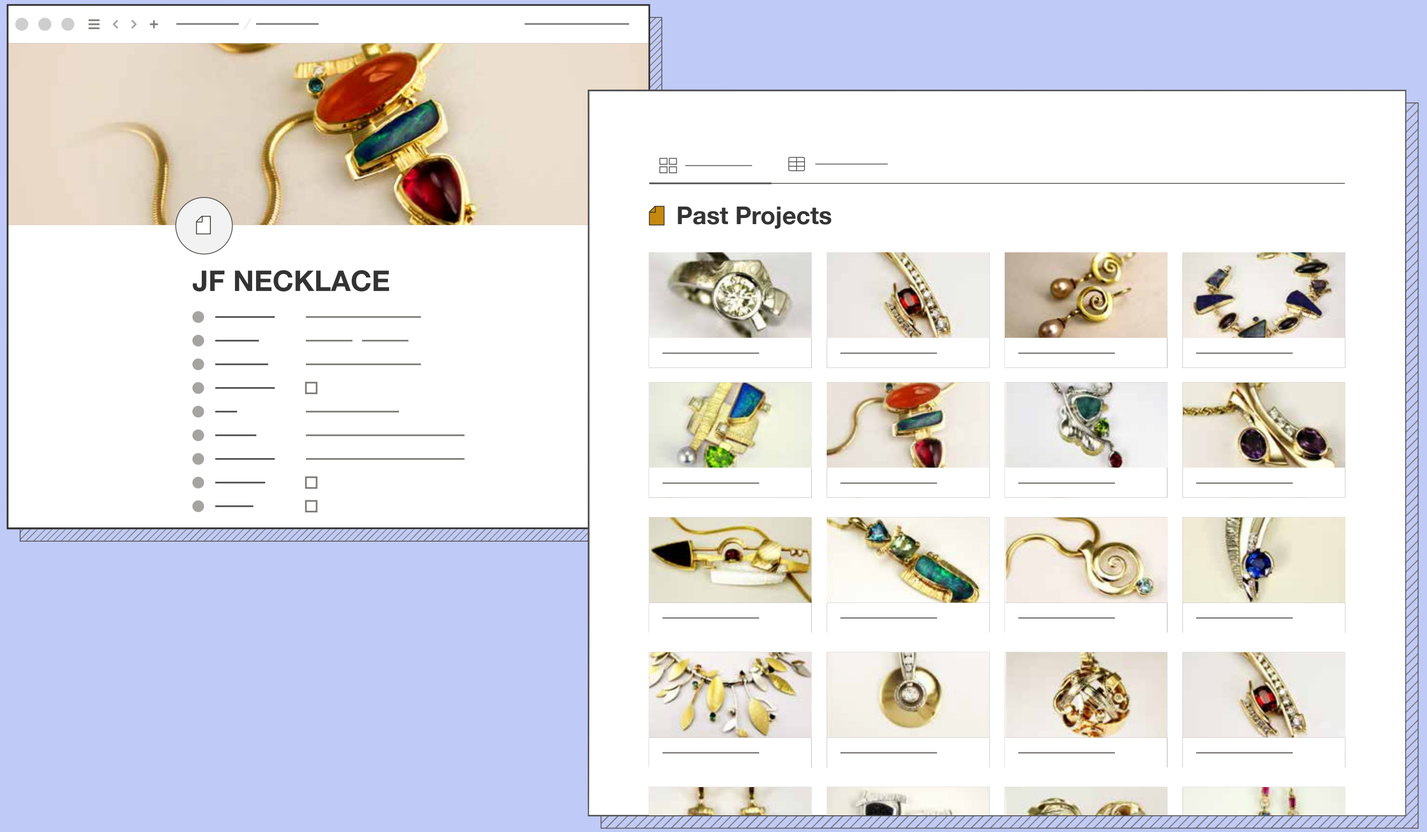
Case Study

SAVAS Designers & Jewelers

The project had a significant impact on the business. It helped better organize their client projects, tasks, and communications, improving efficiency.

The task filtering and views enabled them to track deadlines and prioritize upcoming work more easily, ensuring nothing is overlooked. The ability to document past projects and lessons learned will assist in conversations with new clients and may simplify sales.

As they continue to develop the system over time with my guidance, it will become a more powerful tool to manage and grow their business.



Testimonial

SAVAS D&J saw the power Notion had to offer our business. Jenny listened to our needs, saw our vision, and translated it into a concrete design. She listened between the lines to present us with greater options. She was willing to prototype and try solutions WITH us, which taught us how Notion can easily evolve at our direction.

Jenny is extremely competent both in the structure and use of Notion, as well as in her skills of listening, communicating, and educating her clients. Fantastic.

Pamela Savas

SAVAS Designers & Jewelers

Thank you for viewing!

Ready to set your work up for creative success?



Send me an email and let's transform your workflow
and bring clarity to your systems.

Jenny Famularcano
Founder

studio@skybluejenny.com
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